

CONTRACT

KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

And:

Strategic Media Placement
7669 Stagers Loop
Delaware, OH 43015

<u>Contract / Revision</u> 497030 /		<u>Alt Order #</u> 06361017
<u>Product</u> JOE HECK FOR CNGRS		
<u>Contract Dates</u> 10/03/12 - 10/16/12		<u>Estimate #</u> 2797
<u>Advertiser</u> Joe Heck For Congress		<u>Original Date / Revision</u> 10/08/12 / 10/08/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 50+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount	
N 3	KVVU	10/15/12	10/15/12	Special Early News	Special Early News		:30			NM	1	\$450.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/15/12	10/21/12	1-----				1	\$550.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>			
	1	KVVU	10/15/12-10/21/12	Special Early News	Special Early News	M-----	:30		\$550.00	NM			
	See MG 3.2												
	2	KVVU	10/15/12-10/21/12	Special Early News	Special Early News	M-----	:30		\$450.00	NM			
	Ⓜ MG for 3.1 10/15												
Totals												9	\$4,850.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/15/12	9	\$4,850.00	\$4,122.50
Totals	9	\$4,850.00	\$4,122.50

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.

REP HEADLINE# 6361017 TRF# 497030
\$\$\$ MOD# 0 : UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP OCT8/12 16.07
CHANGES ** KVVU-TV ***

ADV # _____ ADV. NAME POLI/J HECK /R/CON/NV REP. # _____ OFF. # 762 SALESMAN # _____
AGY # _____ AGY. NAME STRATEGIC MEDIA PLACEMENT BUYER NAME WHITNEY EVERSOLE

7669 STAGERS LOOP SALES PRSN PH- TERESA DIFURIA
DELAWARE, OH 43015

ORDER # _____ CONTRACT # 6361017 CLASS: NATL. LOCAL REGIONAL

PRDCT JOE HECK FOR CNGRS EST#2797 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT3/12 OCT16/12 WK-2

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE OCT8/12 16.07

REP: TO ROSE
FR NIKKI
OK'D M2 SEE LINE 5
NEW TOTAL \$4850 (-100)
PLS CNF THANKS

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
JOE HECK FOR CONGRESS

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
-------	-----	----	-------------	------	-----	------	------------	----------	---------	-----------	------	-----------

AGENCY ADVERTISER CODE =
AGENCY PRODUCT CODE =
AGENCY EST# = 2797

4	S		400P-430P	30		\$550.00	10/15	10/15	0		MON	0
---	---	--	-----------	----	--	----------	-------	-------	---	--	-----	---

PROGRAM : NEWS
ORD COM1 : TP CHG DUE TO NLCS GAME. PRE-BOOKED PLS APPROVE.
THIS IS A MAKE-GOOD FOR OCT15 ON LINE-3 FOR 1 SPOT/WK

5	A		400P-430P	30		\$450.00	10/15	10/15	1		MON	1
---	---	--	-----------	----	--	----------	-------	-------	---	--	-----	---

PROGRAM : NEWS
ORD COM1 : RATE NOT AT LUR CARD. \$100 CREDIT. PLS ADVISE.
THIS IS A MAKE-GOOD FOR OCT15 ON LINE-4 FOR 1 SPOT/WK

REP HEADLINE# 6361017 TRF# 497030
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP OCT8/12 16.07
*** KVVU-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
-------	-----	----	-------------	------	-----	------	------------	----------	---------	-----------	------	-----------

STATION MAKEGOOD OFFERS:												
M2	OK'D	BUY#4	MISSED: MON/400P-430P				OCT15		30S	\$550.00	(OCT8/12)	
			OFFER: MON/400P-430P				OCT15		30S	\$450.00	PLS ADVISE.	
			CMT: RATE NOT AT LVR CARD. \$100 CREDIT. PLS ADVISE.									

OCT/12 \$4,850.00 CONTRACT TOTAL \$4,850.00
TOTAL SPOTS 9

MARKET TOTALS \$30,937 KVVU 16% KSNV 38% KLAS 26% KTNV 20% KVMY 0% KVCW 0% CABL 0%
KTUD 0%

SVC- NSI
DEMOS- RA50+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE